

KAITLIN FOSTER

PRODUCT DESIGNER • 5+ YEARS

yellowbirdcreative.com/kfportfolio

CONTACT

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📍 Fort Lauderdale, FL

SKILLS

DESIGN TOOLS

Figma

Dovetail, User Testing

Figma, Miro

Adobe Photoshop, Illustrator

ZBrush (3D)

DESIGN SKILLS

Wire-framing, Visual Design

Prototyping, Animation

UX Research

Informational Architecture

Illustration, 3D Painting

Branding, Typography

EDUCATION

BS in 3D COMPUTER ANIMATION

Full Sail University • 2014 - 2016

ASSOCIATES OF ART

CGCC Community College • 2011 - 2013

CERTIFICATIONS

USER EXPERIENCE RESEARCH

Coursera • 2020

THE GRAPHIC DESIGN COURSE

B.B. Online • 2018

EXPERIENCE

PRODUCT DESIGNER

Walt Disney World | *Disney Parks, Experiences & Products*

Sept 2022 - Present

- Applied rigorous design thinking in Walt Disney World's Profile space on web & mobile; focused on improving Guest-facing experiences that enhance pre-arrival planning for 58 million visitors annually.
- Increased engagement on the Family & Friends page by 49% by implementing new features and process improvements that allow guests to more seamlessly connect with each other when planning a trip.
- Advocated for the use of analytics in design decisions to better ensure Guest behavior aligns with intended business goals.
- Regularly shared best practices in Figma with 15+ Designers, aimed to increase team efficiency with components, and when showcasing key insights to Leadership based on user tests.
- Leveraged and evolved Disney's Hyperion design system when taking concepts from ideation and into final implementation.

SENIOR PRODUCT DESIGNER

Balto | *Real-Time Guidance (AI) for Contact Centers*

July 2021 - Sept 2022

- Led design and UX research for three product launches; Real-Time QA, Real-Time Coaching, and Gamification.
- Promoted within a 10-month timeframe for exceeding goals and supporting company culture.
- Collaborated with multiple product trio teams to continuously incorporate discovery from conducting customer interviews via pilots and exploratory conversations.
- Coordinated and maintained design consistency while building our design systems for lite and dark modes; optimized for desktop, tablet and mobile.
- Assisted in delivering marketing materials to better communicate the product's value proposition and aesthetic.

PRODUCT DESIGNER

Skuttally | *B2B Commerce Portal*

July 2019 - July 2021

- Sole Product Designer, collaborated closely with the Product Owner; handling tasks related to design strategy, product innovation, and UX/UI for both products.
- Maintained design consistency while building the component library and creating the design systems; optimized for desktop, mobile and tablets.
- Carried concepts from user-story to hi-fidelity prototypes that effectively communicated product ideas to the development team.

GRAPHIC DESIGN FREELANCER

Yello Bird Creative Co.

June 2016 - July 2019

- Worked closely with clients to develop marketing strategies and create collateral pieces from concept to completion, ranging from print to web media.
- Conceptualized 3-6 logo design variations per project, along with producing tangible, high-quality deliverables.